# RJ REYNOLDS

TOBACCO COMPANY

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Region Operations Mgr

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December 18, 1996

RJR Account #«SIS»
«NAME»
«ACCOUNT»

**FEBRUARY DORAL B2G1F / PROMOTION #700046**

Dear «GREETING»:

*DORAL* B1G1F product, and Live product, has been ordered (see quantities listed below), as well as «SKUS» skus of B2G1F sleeves (Item #520844) to pack and ship this promotion to your participating retail accounts. All additional pertinent promotional information is listed below:

| DORAL STYLE | B1G1F UPC Code | #/ (6M) Cases B1G1F | LIVE UPC Code | #/ (12M) Cases LIVE |
|---|---|---|---|---|
| *Full Flavor Kg* | 12300-23883 | «STYLE1» | 12300-16612 | «STYLE2» |
| *Light Kg* | 12300-23880 | «STYLE1» | 12300-15112 | «STYLE2» |
| *Full Flavor 100* | 12300-23882 | «STYLE1» | 12300-15312 | «STYLE2» |
| *Light 100* | 12300-23881 | «STYLE1» | 12300-15212 | «STYLE2» |

*«PO»*

| | |
|---|---|
| Product / Premium Arrival: | January «SHIPDATE», 1997 |
| Ship Date to Retail: | Week of: January 27, 1997 |
| SKU CUBE : | 1.3600 |
| SKU WT (w/o Product): | 4.0000 lbs |
| Retail Sales Offer per Sku: | 20 units |
| Billing per Sku: | 4 Savings Cartons |
| EFT $ Amount: | $«EFT» |
| Non-EFT $ Amount: | $«NONEFT» |

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Source: https://www.industrydocuments.ucsf.edu/docs/nzny0000

**Promotion Description**: Utilize self-contained shipper. Shipper has 20 buy-2-get-1 free sleeves. Buy-1-Get-1-Free product should be placed into the sleeve and an additional 'Live' pack inserted with it. B1G1F product will be pre-banded.

***SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED CUSTOMER LIST***

***SEE ENCLOSED 'WHOLESALER PACKING INSTRUCTIONS'***

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you $28.00 per **live 12M** case for all displays packed and shipped to retail on a timely basis. This equates to **$«PYMT» («CASES» (12M) case(s) @ $28.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

*Judy*

J. Campbell
Promotional Coordinator / 1610
/jc
cc: «CC»

**Note to RJR Manager:**
**Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.**

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Source: https://www.industrydocuments.ucsf.edu/docs/nzny0000

# WHOLESALER PACKING INSTRUCTIONS

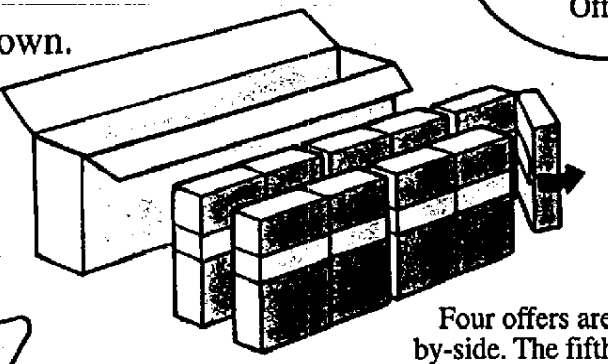
## VALUE ADDED PROMOTIONS - 1ST QTR.'97

February / March DORAL B2G1F (Buy 2 Packs Get 1 Pack Free)

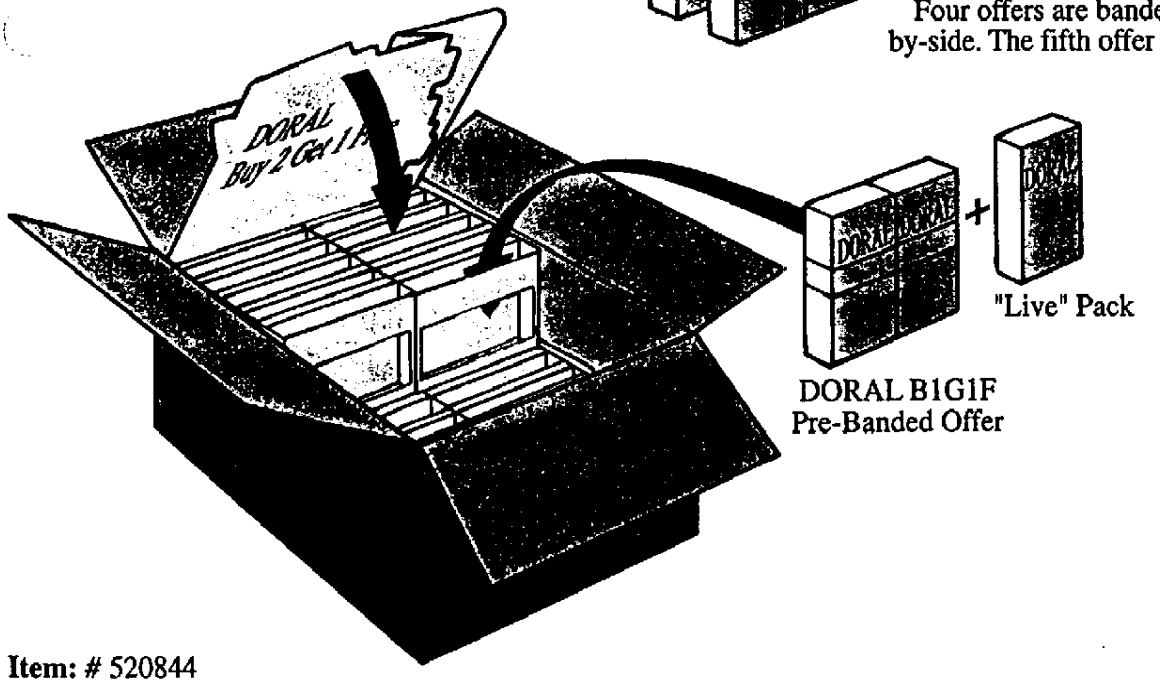
### STEPS

1. Open DORAL B2G1F shipping case.
2. Place 1 B1G1F offer into each DORAL sleeve (each case contains 20 sleeves).
3. Add 1 "live" DORAL pack of same brand style to each sleeve.
4. Fold display header card down.
5. Close the case.
6. Ship to retailer.

Each white carton contains 5 Pre-banded 2 Pack "Buy-One-Get-One-Free" DORAL Offers.



Four offers are banded side-by-side. The fifth offer folds out.




DORAL B1G1F Pre-Banded Offer

"Live" Pack

**Item:** # 520844
**Description:** DORAL B2G1F Sleeve Kit

| | | | | | | |
|---|---|---|---|---|---|---|
| Brand Style | F | | | | | |
| Number of Cartons | | | | | | |

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